

Lebensmittelherstellern usw. Die aus diesen aufeinanderfolgenden Ausgabenphasen erzielte wirtschaftliche Aktivität ist somit ein indirekter Effekt oder ein Multiplikatoreffekt. Es deckt jedoch nicht alle Ausgaben von Touristen während der direkten Auswirkungen ab, da ein Teil des Geldes durch Import und Steuern aus dem Verkehr gezogen wird. Nach Schätzungen der Weltbank macht der Import von Waren für Touristen und Ausrüstungen für die Tourismusbranche 15 bis 55% der Einnahmen aus, abhängig vom wirtschaftlichen Entwicklungsstand und der Konzentration der Tourismusbranche auf lokale Ressourcen \*. Je höher der Anteil des Einkommens in der Region ist, desto höher ist der Multiplikatoreffekt. Darüber hinaus weist sie in jeder Volkswirtschaft ganz bestimmte quantitative Abhängigkeiten auf und kann in Form eines bestimmten Koeffizienten berechnet werden. Um die Auswirkungen des internationalen Tourismus auf eine Änderung eines der Wirtschaftsindikatoren zu bestimmen, wird dieser Koeffizient mit den Ausgaben der Touristen multipliziert.

Tourismusziele:

- humanitär (Zugang zu historischen und kulturellen Werten der Völker);
- politisch (Tourismus ist ein wichtiges und wirksames Mittel zur Wahrung des Friedens);
- wirtschaftlich (Auffüllung des Staatshaushalts aufgrund der Tourismusbranche).

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## **TOURISM INFRASTRUCTURE OF UKRAINE AND ITS DEVELOPMENT**

VERONIKA STOROZHENKO, student

MARYNA RYZHENKO, Senior Teacher, PhD (Pedagogy)

*O. M. Beketov National University of Urban Economy in Kharkiv*

Tourism in the modern world is one of the leading sectors of the economy. Its role is increasing daily. It attracts attention as an industry that can have a very significant economic, financial and social impact.

Scientific research into the phenomenon of infrastructure to find ways to further develop and improve the industry is currently very relevant. Equally important is the problem of creating an effective market infrastructure for tourism. Nowadays, an effective tourism infrastructure is an important factor in

the formation of a competitive domestic tourism industry in the global division of labor.

No less relevant than the previous ones, but very little has been explored is the problem of developing conceptual bases for the development of tourism infrastructure. Scientists Minich IM, Shchepansky EV, Gaiduk A. focused more on finding out the essence and identifying the main features of individual components of the tourist infrastructure. To date, the problem of enhancing the role and importance of tourism at the macro level of social development has remained unaddressed.

Regarding the actual problem of infrastructure development for the tourism industry, it is still, in my opinion, paid little attention. This necessitates a scientific finding ways to further develop tourism infrastructure in Ukraine. Thanks to tourism, there is a significant contribution to the economy of the country, which is now equated with the direct. This contribution stimulates the development of many tourism-related industries (construction, transport, communications, trade, etc).

As I have already noted, today there is a significant problem in forming an effective market infrastructure. Market infrastructure is designed to regulate the interaction of elements of the market system, optimize the movement of commodity-cash flows and ensure the development of market relationships.

Tourism infrastructure – a complex of activities for creating conditions for the implementation of tourist services. On the other hand, it is a collection of different objects designed to meet the needs of tourists. In the first case, the tourism infrastructure shows an active and dynamic aspect. In the second case, it provides logistical and statistical manifestation. The tourism infrastructure also facilitates the production of a tourism product, a pre-developed complex of tourist services, which combines at least two such services, including transportation, accommodation and other related services.

The infrastructure of tourism business is a set of organizational structures and regulatory procedures that ensure the functioning and interaction of the subjects of tourist activity and regulate the movement of material, financial and information flows between them and the external environment.

The structure of market tourism infrastructure includes three main components: institutional, informational and regulatory. The institutional component involves the creation of common and specialized institutions. The information component is responsible for the dissemination of information, the formation and development of information and advertising business and the creation of information and tourism resources. The regulatory component contains normative-legal acts that regulate relations in this sphere of social activity at the state and regional levels.

Tourism infrastructure is driven by tourism consumption, which in turn is a set of tourism costs in terms of value. Travel costs are the consumption costs of a visitor that are related to meeting their needs as a tourist and made before,

during and after the trip by those in the places of visit. The main tourist expenses are:

1. Comprehensive tours;
2. Placement services;
3. Food and drink;
4. Passenger transport services;
5. Excursion service;
6. Translation services and more.

Also, tourism consumption actively supports the existence and development of folk crafts and national cultural heritage.

Tourism infrastructure covers: 1. Tourist resources – a set of natural, historical, cultural, socio-economic and other resources of the respective territory, which satisfy different needs of the tourist; 2. Tourist enterprises – economic entities registered in the procedure established by the legislation in force in one or another country and licensed or authorized to carry out activities related to the provision of tourist services and entered in the State Register of tourist activity entities ; such a tourist entity as a tour operator directly and regularly carry out activities related to the creation of tourist products, the implementation and provision of tourist services, as well as intermediary activities for the provision of typical and related services. 3. Tourism industry – a set of subjects of tourist activity, organizational structures of food, transport, trade, cultural institutions, education, sports, etc., which provide services, production and sale of goods to meet the needs of tourists; 4. Tourist services – services in accommodation, catering, information and advertising services, as well as services of cultural, sports, everyday life, etc., aimed at meeting the needs of tourists; is a tourist product.

The tourism infrastructure is conditioned, first of all, by the specific complex of needs that are satisfied with tourism and which has sufficient motivational force to encourage people to travel. Tourist activity is connected with all spheres of life of society, and most closely with material and spiritual, which in fact are the spheres of life of tourism and its infrastructure and are closely connected with its very essence and nature.

The formation, operation and development of a certain infrastructure is perceived as the process of human communication in the immediate environment about a future trip, with the natural and socio-cultural environment during the trip, and in one's own primary social environment upon returning from the trip. The result of such communication does not disappear without trace, but is stored in the socio-cultural memory of the subjects and is the starting point of the next improvement of the national infrastructure.

The basis of tourism infrastructure is the hotel industry, which financially provides functional hospitality.

Prospects for further research:

1. Formation of the concept of tourism business in Ukraine and its social infrastructure;
2. Searching for ways to optimize the tourist business in Ukraine;
3. Analysis of tourism in the global communication space;
4. Searching for ways to optimize the domestic tourist infrastructure.

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